

## ADVERTISING SERIES

Code No.	Class Title	Occ. Area	Work Area	Prob. Period	Effective Date
4622(0172)	Advertising Assistant	03	215	6 mo.	12/01/82
2320(3435)	Advertising Supervisor	03	215	6 mo.	12/01/82

Promotional Line: 286

### Series Narrative

Employees in positions allocated to this series supervise and/or coordinate the advertising activities of a campus publication(s) (such as a student newspaper or yearbook). They typically--

- plan campaigns to promote the sale of advertising
- correspond with customers concerning rates and policies or to solicit new accounts
- direct and train workers engaged in collecting, developing, and producing advertisements
- prepare and analyze statistical and activity reports, and
- supervise billing and collection activities.

### DESCRIPTIONS OF LEVELS OF WORK

#### **Level I: Advertising Assistant**

**4622(0172)**

Employees in positions allocated to this level are responsible for a division (such as national advertising, classified advertising, display advertising, retail advertising, and/or sales) of an advertising department. They work under general supervision of an advertising supervisor or other designated supervisor.

An Advertising Assistant typically--

1. plans special promotions to stimulate advertising; makes personal or telephone contacts to solicit new accounts or to increase use of advertising by current customers
2. supervises and coordinates activities of workers engaged in selling and preparing advertising materials, including training the employees, evaluating their performance, and arranging their work schedules
3. reviews advertising copy received, suggests changes to improve effectiveness or to meet established standards, approves final copy, and forwards to composing room
4. provides cost estimates, determines word, line, or day rates, using rate schedule, and calculates total charge; assists in the evaluation and determination of rates and sales goals for assigned division

5. collects payments, reviews customer accounts and determines credit status, reconciles accounts and records, assists with billing and collection of overdue accounts, and prepares budget, activity, and business reports
6. marks advertising that has expired and indicates number of days advertisements are to continue; provides estimate of space needed each day to publish advertising
7. performs other related duties as assigned

**Level II: Advertising Supervisor****2320(3435)**

Employees in positions allocated to this level are responsible for the advertising department of a campus publication(s). They work under administrative direction from a designated supervisor.

An Advertising Supervisor typically--

1. plans, organizes, and coordinates advertising campaigns and special promotions with campus, local, and national advertisers, advertising staff, printer, and editorial staff
2. assists in the evaluation and determination of advertising rates and sales goals; forecasts revenues of advertisements; assists in planning publication schedules
3. sets up and maintains schedules for advertising staff to meet deadlines
4. assigns advertising accounts to sales personnel
5. supervises billing; collects overdue accounts
6. supervises and/or participates in advertising layout and dummy operations
7. conducts employee training programs and advertising campaign staff meetings; reviews performance of staff
8. corresponds with customers concerning advertising rates and policies or to solicit new accounts
9. performs other related duties as assigned

**MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:****Level I: Advertising Assistant****4622(0172)****CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER**

1. Any one, or any combination, of the following types of preparation:
  - (a) credit for college training leading to a major in advertising

- (b) credit for college training leading to a major in a field closely related to advertising (such as journalism)
- (c) experience in the sale, layout, and/or design of advertising for publications

that totals 1.0 unit according to the following conversion rates:\*

40 semester hours of “a” = 1.0 unit

40 semester hours of “b” that included 4 hours of credit for course work directly related to the layout, design, sale, and/or techniques of advertising for publication = 1.0 unit

12 months of “c” = 1.0 unit.

#### PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. basic knowledge of advertising media and techniques
2. knowledge of basic bookkeeping procedures
3. supervisory ability

#### **Level II: Advertising Supervisor**

**2320(3435)**

#### CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following types of preparation:
  - (a) credit for progressively more advanced college training leading to a major in advertising
  - (b) credit for progressively more advanced college training leading to a major in a field closely related to advertising (such as journalism)
  - (c) progressively responsible experience in the sale of advertising for publication

that totals 1.0 unit according to the following conversion rates:\*

Baccalaureate degree (or 120 semester hours) in “a” = 1.0 unit

Baccalaureate degree (or 120 semester hours) in “b” that included 12 semester hours of credit for course work directly related to the layout, design, sale, and/or techniques of advertising for publication

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\* Amounts of training or experience less than those listed above should be converted to decimal equivalents of 1.0 unit and added together when computing combinations of different types of preparation.

3 years of “c” = 1.0 unit.

2. one year of experience comparable to the first level of this series

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. knowledge of advertising, illustration, and merchandising
2. knowledge of basic accounting procedures
3. ability to lay out advertising for publication
4. supervisory and managerial abilities

Advertising Assistant  
Advertising Supervisor

(NEW)  
(REVISED; Change in title from Advertising Manager